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Research Report: Toxic Gamers Are Alienating Your Core Demographic – The Business Case for Community Management

By Take This · August 16th, 2023 · Expert Content, Research, Video Games, White Papers

Take This' most recent research paper is now available: Toxic Gamers are Alienating Your Core Demographic – The Business Case for Community Management.

The goal of this research was to better understand the financial impact of toxic gaming communities. Earlier this year, Nielsen polled 2,328 teens and adults in North America about their experiences with toxic gaming communities and how those experiences influenced player engagement and spending in those spaces.

Nielsen collected this data through their Video Game Tracking Service and provided it to Take That through its Data for Good program. If you'd like to learn more about VGT and how you can leverage it reach out to vgtinfo@nielsen.com

Some highlights from the study:

Males are more likely
to quit a game because of harassment than females
42% of all males have quit a session or quit playing permanently because they were subjected to harassment at least sometimes
Nielsen
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Younger players
are more likely to take action against groups that are toxic
Players under 18 are more likely to avoid spending, leave groups, or not join toxic groups
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You can download the full report here or view in the PDF viewer below.

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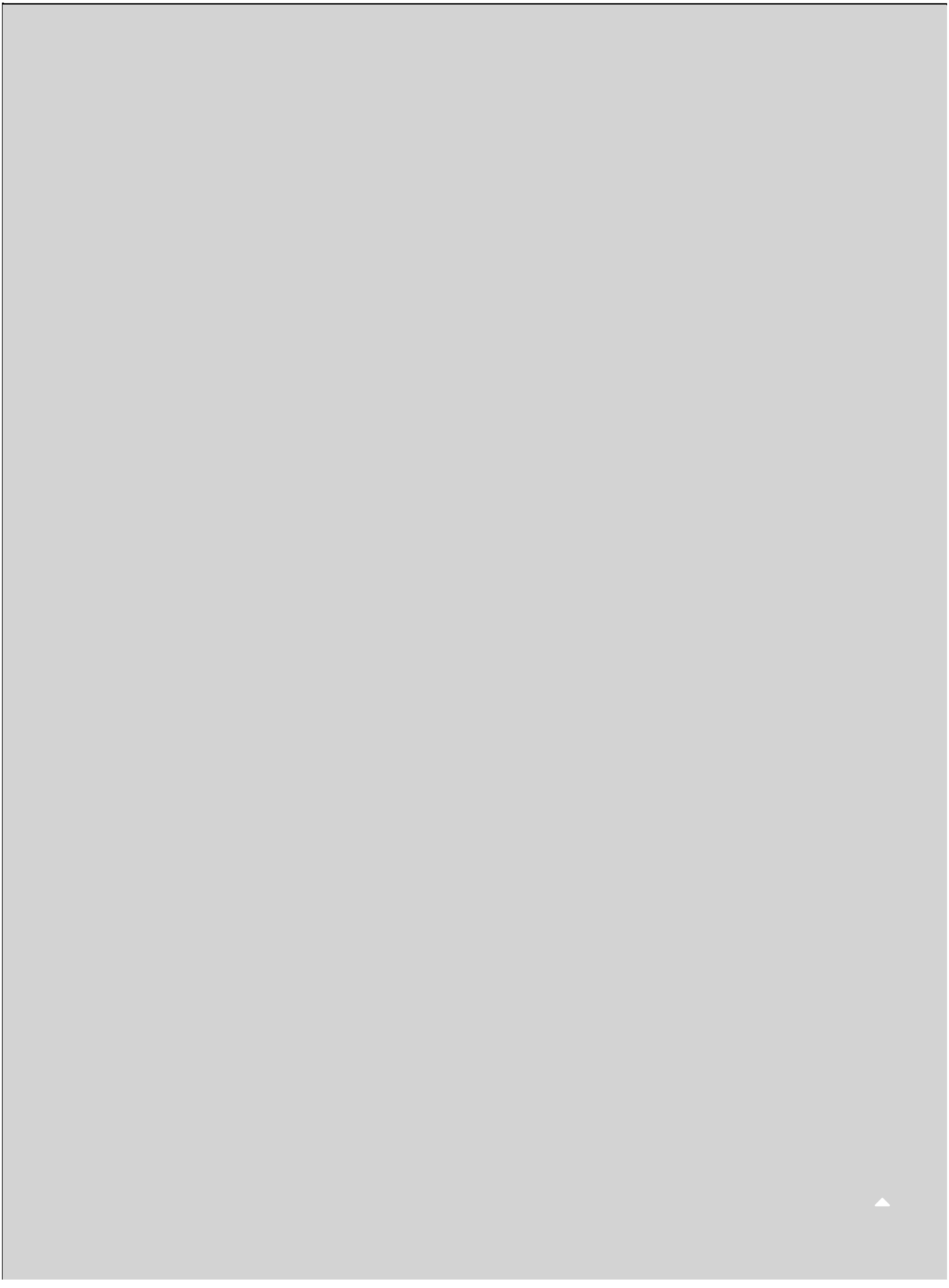

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Take This, Inc. 2021
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Take This is a mental health nonprofit decreasing stigma and increasing support for mental health in games.

We are a 501(c)(3) non-profit mental health organization providing comprehensive resources and support that is tailored for the unique needs of the game development community and embraces the diverse cultures and issues of the game community. We combine clinical best practice with a love of all things gamer, providing a safe, accepting space for gamers and developers. We work in a spirit of partnership with other organizations addressing these issues among game enthusiasts, streamers, and creators.

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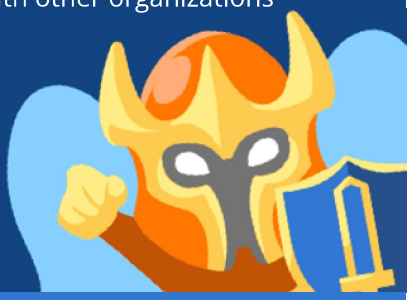

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